



letter; less description of the school and its methods of working, given elsewhere in this issue, this long looked for Horological school is now an accomplished fact, and it only remains for the trade to show their appreciation of the talent and energy of its promoters by giving it their hearty and liberal support.

Of the ability of Messrs Beeton and Playtner we need say nothing further here, except that we believe them both to be not only thoroughly honest and reliable men of business, but fully competent to impart in a satisfactory manner, just the information, both theoretical and practical, which beginners in the Horological art require to make them first-class workmen in every respect.

PREVENTION BETTER THAN CURE.

THE readers of THE TRADER must have noticed that of the many jewelers who have had their safes burglarized during the past few years, but few of them have ever succeeded in getting any of their stolen goods back again.

Such a state of affairs affords much food for reflection, and we think we shall be doing the trade generally a great service if we take the opportunity of telling them a few plain truths in a common place way.

We have repeatedly called the attention of our readers to the fact that the great majority of the safes at present in use by Canadian jewelers, are simply intended by the makers to save their contents from the ravages of fire, and offer scarcely any more protection against a professional burglar than a strong wooden structure might, were it locked as securely as our safes are. See W. Watson's letter elsewhere.

A great many jewelers seem to have the idea that a safe is a safe, and that if they have one of any kind, that their contents run no chance of burglary. There never was a more absurd mistake, and if they will only turn up the back numbers of THE TRADER and read how many times this fallacy has been disproved by the stern logic of actual burglary and consequent loss to their owners, they would very quickly make up their minds to have some more effective protection than that now possessed by them.

The stocks carried by jewelers are both valuable and small in bulk, and therefore offer exceptional inducements to the burgling fraternity. As we have above stated, and as the files of this journal will amply prove, ordinary fire proof safes are no protection whatever against burglary. The only safe that will give protection to the valuable goods that jewelers carry is a regular "burglar proof" safe, and although its cost may be double that of the "fire-proof," it is certainly by far the cheapest in the long run. In fact, we think that if a jeweler can at all afford it, it is but little short of foolishness to be without the protection they afford. In our large cities where good electric protection is available, it may safely be used to render any ordinary fire proof safe practically invulnerable, and the retailer can easily determine which of the two protections will come nearest to his views.

We are not writing in the interests of safe manufacturers, although it may be for the interest of such that those jewelers who have "fire-proof" safes should replace them by real

"burglar-proof" ones, but we are looking at the question entirely from the standpoint of what is best for the retail jeweler.

To those jewelers who cannot possibly buy a first-class "burglar-proof" safe (and even to those who can afford it) we recommend the services of the Jewelers' Security Alliance of Canada. This association of jewelers has been in existence for the past six years, and during that long period not a single one of the many safes protected by their membership cards has ever been molested by burglars.

Burglars have operated in the same towns and villages, but so far they have given the safes thus protected a wide berth, knowing full well that if they did appropriate their contents, the best detective talent on the continent would, within twenty-four hours, be hot on their trail in order to bring them to justice. The motto of this organization has always been, "Not a dollar for compromising robbery, but thousands for the punishment of the criminal," and knowing this the burgling fraternity have so far been careful to let the safes of its members severely alone, and go for those of jewelers with less money and detective talent behind them.

The Jewelers' Security Alliance does not aim to prevent burglary, except by imposing upon its members a few common-sense rules which are easily put in operation. But were one of its members to be burglarized, and his valuables completely cleared out, it at once assumes the entire cost of hunting down the perpetrators of the outrage and of bringing them to justice, and just here lies the beauty and benefit of the scheme.

We have neither the time nor space to enter into the full details of the working of the Alliance, but we think we have said enough to satisfy every thinking jeweler that it is to his interest to belong to such a desirable organization. The cost is but a trifle, while the benefit which would be derived in case of burglary, and that is a contingency which events are continually proving is not so remote as some people seem to think, are almost inestimable.

We trust that the members of the craft will carefully weigh this matter of proper protection to their valuable stocks, and that whether they can afford to purchase burglar proof safes or not, they will at least avail themselves of the protection and assistance that is certainly within the reach of every one of them through means of the Jewelers' Security Alliance. If any of our readers want further information concerning this organization, we are sure that their courteous secretary, Mr. James Ryrie, retail jeweler of this city, will be only too happy to furnish it. His address is corner of Adelaide and Yonge Streets, Toronto.

WHO SHOULD GET PRICE LISTS?

THE letter signed "Price List" in another page of this issue, touches a tender spot in the experience of our readers, many of whom can, without doubt, truthfully recall incidents of a similar kind, which not only ruffled their feelings at the time, but seriously affected their pockets.

So far as the Canadian Association of Jobbers in American Watches is concerned, and we think we can speak with some authority on the subject from a personal knowledge of the method of distribution employed by them, they have always been exceedingly careful to see that the price lists issued by